



Old Brooklyn/Brooklyn Centre  
 Neighborhood Master Plan Preliminary GOALS

Comments from Community Meetings Series #1  
 March 12 and 13, 2008

At the two Community Meetings, attendees had the opportunity to vote on the goals: each station had a ballot asking the respondent to let us know whether or not he/she agreed with each goal, and to indicate their opinion of the importance of achieving each goal in the next five years. Attendees were also able to provide comments on the goals.

We have tallied the ballots, indicating the percentage of respondents who agreed, disagreed or were unsure of each goal, and we averaged the ratings for importance (the lower the rating the higher the importance; goals that received a 1.5 or lower rating are shown below in yellow). In addition, we have compiled the comments by topics and presented them below. In some cases, people wrote down additional comments on the ballots, which we noted, and which were typically made in regard to a specific goal.

Notes for the tallies: The number of responses shows two numbers separated by a slash. The first indicates the number of responses for the “Agree with Goal” question, while the second number indicates the responses for the “Importance Rating”. There were four options for the Importance rating: a rating of “Most Important” was given a 1, “Important” a 2, “Less Important” a 3 and “Not Important” a 4.

	No of Responses	Agree with Goal?			Importance
		Yes	No	Unsure	Average Rating
<b>Housing and Neighborhood Character</b>					
<ul style="list-style-type: none"> <li>Ensure an <b>adequate supply of housing stock</b> so that all segments of the population have sufficient choices of housing opportunities within their price ranges, including affordable housing for seniors and families.</li> </ul>	28/29	71.4%	17.9%	10.7%	2.00
<ul style="list-style-type: none"> <li>Ensure neighborhood <b>properties are solid investments.</b></li> </ul>	28/26	89.3%	3.6%	7.1%	1.26
<ul style="list-style-type: none"> <li>Promote the neighborhoods as <b>great places to live.</b></li> </ul>	28/27	100%	0%	0%	1.38

Comments on ballots:

Goal #1: Need more one-level homes

We have it already [adequate supply of housing]

We need nothing new—just fix what we have.

In general: Have tours: homes, businesses, churches, architecture and famous people.



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## Easel Comments - Strategies

1. Strategies the CDC can take:
  - A. Purchase and rehab vacant homes and resell the units - utilize city programs and council budget to acquire and fix up properties
  - B. Facilitate purchases and rehab with realtors and new owners
  - C. Work with landlords to get them to rehab the rental units
2. Concern about increased rentals and boarded up housing
3. Landlords/banks need to clean up rentals
4. Need to hold out-of-state banks accountable for condition of the property that they own – impose steep fines for banks that let property deteriorate
5. Increase code enforcement: scattered site as well as partnership program (specific areas that CDC chooses)
6. Enforce building and housing codes better
  - A. Keeps property values up
  - B. Helps local business economy
    - (1) Materials purchased
    - (2) People/craftsmen employed
7. Need after-hours code enforcement for evenings and weekends
8. Need zoning enforcement in addition to building code enforcement
9. Need housing (new or adapted) for seniors: senior-accessible
10. Concentrate/work on more the difficult sections of the neighborhoods first
11. City needs to step [up] the promotion of neighborhood character
12. Conduct tours of homes/churches focusing on architecture; famous people (marketing tool)
13. Market the assets of the neighborhoods, piggy-back on Steelyard Commons or Tremont traffic/customers
14. Need cooperative effort between sheriff and police
15. Need new mini station in Old Brooklyn end
16. Illegal dumping needs to be addressed at the time that it is happening.

## Easel Comments - Other

17. Asset to add: very stable—perception of stability
18. Concerned about neighborhood family service center—does this mean that low income housing/FHA/HUD and CMHA housing will be put into the area?
19. Concerned about crime and safety
20. There are great housing options in the neighborhoods once people visit/discover the area



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		Yes	No	Unsure	Average Rating
<b>Community Heritage and Identity</b>					
<ul style="list-style-type: none"> <li>Encourage the <b>preservation, recognition, and expansion of historically, architecturally, and/or culturally significant structures, places, and districts</b> within the neighborhoods.</li> </ul>	28/25	100%	0%	0%	1.52
<ul style="list-style-type: none"> <li>Cultivate an <b>identifiable “sense of place”</b> that represents the entire area yet recognizes each neighborhood’s distinctiveness.</li> </ul>	25/27	80%	4%	16%	1.58
<ul style="list-style-type: none"> <li>Ensure widespread <b>awareness of community assets.</b></li> </ul>	25/26	96%	4%	0%	1.48
<ul style="list-style-type: none"> <li>Integrate the community identity and assets of Old Brooklyn/Brooklyn Centre with that of <b>Ohio &amp; Erie Canalway America’s Byway.</b></li> </ul>	26/27	88.5%	0%	11.5%	1.37
<ul style="list-style-type: none"> <li>Honor and respect the <b>diverse cultural heritages</b> of Brooklyn Centre and Old Brooklyn residents.</li> </ul>	26/27	88.5%	3.8%	7.7%	1.89

Comments from Ballots:

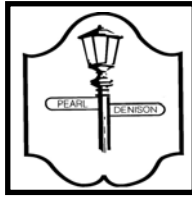
- Goal #1 But don’t hinder commercial redevelopment  
Zoo is 125 years old
- Goal #2 Why we can’t have more than 1 place?
- Goal #5 We do (already)

Easel Comments - Strategies

- Identify the neighborhood centers
- Scenic byway needs to increase in use-have more impact on neighborhood business
- Promote the Byway more
- Create a line of neighborhood cloths, objects, etc
- Promote **all** of the existing assets: Big Creek Valley, Zoo, Brookside Park,
- Cultivate the community identity to keep the sense of place , example - tours
- Work more on the Drew Carey angle

Easel Comments - Other

- Areas of different identities are fine
- “Differences”, not tensions
- Traditional OB/BC tensions still exist
- Don’t hinder commercial development
- More than one center exists!! (comment about a sense of place – for each of the places!)



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	No of Responses	Agree with Goal?			Importance
		Yes	No	Unsure	Average Rating
<b>Community Facilities and Services</b>					
<ul style="list-style-type: none"> <li>Ensure all residents, including children, young adults, and senior citizens, have <b>numerous activities, facilities, and programming</b> available within the neighborhoods.</li> </ul>	28/26	85.7%	3.6%	10.7%	1.77
<ul style="list-style-type: none"> <li>Foster <b>community support for local health facilities</b> such as MetroHealth and its new Senior Health &amp; Wellness Center and other services that meet the needs of all residents to enable them to stay in the neighborhoods.</li> </ul>	28/29	75%	10.7%	14.3%	1.93
<ul style="list-style-type: none"> <li>Ensure <b>excellent municipal and support services.</b></li> </ul>	28/26	96.4%	0%	3.6%	1.35
<ul style="list-style-type: none"> <li>Ensure that Old Brooklyn and Brooklyn Centre remain <b>safe neighborhoods</b> with low crime rates.</li> </ul>	28/26	100%	0%	0%	1.10
<ul style="list-style-type: none"> <li>Foster the <b>partnership of local schools and faith-based organizations</b> in neighborhood improvement efforts, and ensure that these organizations are active, engaged, and well-connected to the community.</li> </ul>	27/27	63%	3.7%	33.3%	1.96

Comments of Ballots:

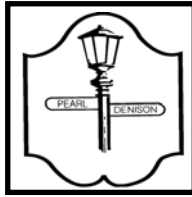
- Goal #1 Already have activities, need promotion
- Goal #4 Emphasis on low crime
- Goal #5 Come on! How about them (local health facilities) reaching out to the community.

Easel Comments - Strategies

1. Provide a Community calendar detailing what is available, when and where
2. Provide more patrol officers - Lack of police presence
3. Move the bus stop from the Speedway/Subway to a more visible and better lit location (RiteAid) to discourage kids from hanging in and around Speedway gas station
4. Provide a Mini-Station presence in South End of neighborhood (South of Denison).

Easel Comments - Other

5. Poor police response to business break-ins
6. Lack of police visibility
7. Increasing alcohol presence. Too easily available
8. Products of the schools lack basic skills
9. Lack of recreational and video game opportunities for teens and young adults



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	No of Responses	Agree with Goal?			Importance
		Yes	No	Unsure	Average Rating
<b>Recreation and Tourism</b>					
• Encourage residents to develop and maintain <b>healthy and active lifestyles.</b>	28/26	82.1%	3.6%	14.3%	1.84
• <b>Build connections to the Towpath Trail</b> to provide access to the neighborhoods.	28/25	100%	0%	0%	1.44
• Create <b>recreation destinations</b> in/adjacent to the Lower Big Creek Valley, expanding upon the Zoo's current regional draw, proximity to the Towpath Trail, and the Ohio & Erie Canalway America's Byway.	27/25	88.9%	7.4%	3.7%	1.58
<b>Retail and Entertainment</b>					
• Establish <b>commercially viable and economically robust retail environments</b> in appropriate locations that continue to provide a comprehensive mix of retail goods and services to residents, employees and visitors.	28/27	96.4%	0%	3.6%	1.44
• Create <b>unique shopping and entertainment destinations</b> within the neighborhoods.	29/27	93.1%	0%	6.9%	1.35
• Promote <b>safe shopping environments</b> that attract customers and provide a pleasant and convenient shopping experience.	29/26	96.6%	0%	3.4%	1.37

### Comments on Ballots:

Goal #2: Expand Big Creek trail both east and west through the City of Brooklyn

### Easel Comments - Strategies

1. Learn more about/build off of how Tremont has maximized its assets/strengths and do the same here (though Tremont is very different, there are probably strategies they've used that would be transferable)
2. Best to transform the YMCA into something green, cool, pioneering rather than a traditional institutional facility—Youth Hostel
3. Change the name of "Brooklyn Centre" to "Zoo City"—more destination/theme [oriented]
4. Need more commerce here
5. Better marketing of area, build off Zoo—restaurants, etc...
6. Need better promotion of Estabrook facility



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7. Provide more parking - Lack of parking and retail areas; Limited parking hours W.25<sup>th</sup>/Broadview/Pearl; Parking is a big issue (Terry's flowers)
8. Need more restaurants, cafes near hospital and senior center
9. Need to "feature" new businesses, i.e. CDC to promote in its newsletter, website
10. Tie the restaurants, retail in/together with promotions, events—need to capitalize on the Zoo.
11. Improve CDC guide to businesses—web easier to update lists
12. Take advantage of Pearl Road-bumpout/streetscape amenities
13. Need for an upscale coffee shop
14. Build westward Big Creek Trail connections (through Brooklyn, OH)
15. Need a Bike shop—specialized bikes and bike products (non-motorized)
16. Need for bike paths
17. Marketing is key

### Easel Comments - Other

18. Lots of vacant storefronts that surround viable retail
19. Bad that drugstores windows are all blocked/papered-up: not inviting
20. No reason to stop at the Zoo entrance—poor gateway, not inviting
21. Storefronts are not attractive or inviting
22. Difficulty navigating streets, etc... esp. by senior center
23. More centered activity area – especially between Mapledale and Denison
24. Difficult to attract clientele but offering local needs balanced with outside needs
25. Area not bike/pedestrian friendly (Hit by car example: W.25<sup>th</sup>/Scranton/I-71)
26. Kids don't have a place to play basketball
27. Lots of people don't [have] cars
28. Some areas are so depressed; no density to support parks
29. What is the Median income of Zoo patrons?
30. Concern for architectural salvage of YMCA building
31. Denison is so unsafe-kids playing
32. Fulton park?
33. Nice pocket of residential underserved outside of Denison Elementary
34. Catch-22 about attracting non-residents to establish destination/critical mass. EX: Café Miami



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	No of Responses	Agree with Goal?			Importance
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<b>Economic Development</b>					
<ul style="list-style-type: none"> <li>Attract and encourage <b>public and private investment</b> in a systematic manner that builds upon the communities' strengths.</li> </ul>	27/27	96.3%	3.7%	0%	1.30
<ul style="list-style-type: none"> <li>Ensure that new development and <b>redevelopment fits appropriately into the neighborhood</b> while meeting the needs of contemporary retailers and businesses.</li> </ul>	27/28	88.9%	11.1%	0%	1.54
<ul style="list-style-type: none"> <li>Foster <b>environmentally-friendly building practices</b> and processes.</li> </ul>	27/26	77.8%	7.4%	14.8%	1.89
<ul style="list-style-type: none"> <li>Ensure that a <b>full range of employment, education and training opportunities</b> are provided to enable residents</li> </ul>	26/21	80.8%	11.5%	7.7%	1.62
<b>Transportation Connections</b>					
<ul style="list-style-type: none"> <li>Ensure that <b>streets are designed with all users in mind</b>: pedestrians, bicyclists, transit riders and drivers.</li> </ul>	26/26	96.2%	3.8%	0%	1.46
<ul style="list-style-type: none"> <li>Promote the use of <b>multiple modes of transportation</b> such as public transit to reduce dependency on private automobiles.</li> </ul>	25/28	88%	4%	8%	1.58

Comments on Ballots:

- Goal #2 Don't discourage new design  
Make sure new retailers and businesses are a good fit  
Do not need any "new" development
- Goal #4 Employment opportunities and training are best provided at the City and County levels.  
County does this [provide employment and education and training opportunities] very well.
- Goal #5 RTA is great for getting downtown, but smaller trolleys that run more frequently would do better in the neighborhoods

Easel Comments - Strategies

1. Build a large hotel near Zoo (preferable along I-71 and Pearl)
2. Look at other similar neighborhoods around the country and see/find out the good things they are doing. Louisville, KY and Monroe, MI: each have latched onto a "marketing concept"



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3. Keep money in the neighborhood – especially money provided by the city for public infrastructure improvements - clean-up and sidewalks
4. Zoo is the most important asset in the county, but the drive from I-480 to the Zoo is not good, visually and
5. Set up a shuttle to Zoo from Main Hub and along Main Streets
6. Bank/Expand on walkability with critical mass of pedestrians
7. Find a way to purchase commercial property (land bank) for redevelopment – to assemble suitable parcels for redevelopment
8. Encourage RTA to provide snow removal at bus stops - snow blocks bus stops
9. Provide more places to buy RTA passes and provide greater promotion of the locations
10. Provide more bike lanes
11. Improve poorly maintained sidewalks
12. ADA ramps are inconsistent
13. Provide circulators around OB/BC
14. Provide safety fences along the bridge - help one feel safe along the bridge. Help one feel safe – not concerned about blowing off the bridge
15. Make Broadway, State and Pearl more pedestrian friendly
16. Add transportation hub at Henninger landfill vicinity to entice people to walk throughout the commercial districts

### Easel Comments - Other

17. Utility poles are really unsightly
  - A. Denison—double poles are redundant
  - B. Ugly, they detract from the neighborhoods
18. East Ohio Gas—replacing infrastructure and the impact it will have on the neighborhoods
19. Utility poles are really unsightly
  - A. Denison—double poles are redundant
  - B. Ugly, they detract from the neighborhoods
20. East Ohio Gas—replacing infrastructure and the impact it will have on the neighborhoods



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		Yes	No	Unsure	Average Rating
<b>Environmental Protection and Natural Resources</b>					
<ul style="list-style-type: none"> <li>• <b>Protect, preserve, and conserve natural environments</b> that contribute to the character of the neighborhoods, especially the hillsides.</li> </ul>	26/26	100%	0%	0%	1.19
<ul style="list-style-type: none"> <li>• <b>Improve water quality and air quality</b> in Old Brooklyn and Brooklyn Centre.</li> </ul>	25/25	88%	4%	8%	1.48
<ul style="list-style-type: none"> <li>• Encourage the development of an <b>environmental stewardship ethic</b> in all people that reside, conduct business, or visit Old Brooklyn and Brooklyn Centre.</li> </ul>	27/26	92.3%	3.8%	3.8%	1.58

Comments on ballots:

Goal #1 to Valley Floor—Big Creek

Goal #3 that's good.

Easel Comments - Strategies

1. Relocate the junkyard under Pearl Road Bridge —use is too bad for LBC, especially because of its proximity to the Zoo – reuse of junkyard is key to redeveloping area
2. Greenspace needs to be marketed better
3. Zoo needs to be more integrated with both neighborhoods, need more of a presence
4. Convert LBC industrial land to recreation—unique feature, the future of neighborhoods depends on it; Relocate damaging industry
5. Remove/continue clean-up; especially removal of concrete debris and other non-natural materials) in Treadway Creek—sticking out and collecting around hillsides
6. Plant more tree lawns and trees and landscape interstate berms—beautification and environmentally healthy improvement.
7. Lots of land on Oakpark—keep as openspace for recreation and openspace **MUST PROTECT**
8. Maximize the potential of the lower big creek valley and area above—must turn this land into walking district, encourage pedestrian traffic along with public transit
9. Make walking across the Pearl bridge a more scenic experience, which will get people out into the community
10. Promote the Ridge Road transfer station to get people to stop dumping
  - A. Residents can take stuff there twice a year for free
  - B. Take household items like appliances, paint and oil, any recyclables
  - C. Charge if a business
11. Code enforcement of dumpers along path: continue work by OBCDC; Pursue combined suit—class action suit



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## Easel Comments - Other

12. Environment is the big ticket
13. Has an environmental review ever been done on junkyard and car demo site? Want to see PROOF that damage is being done
14. Enjoys the connection to the natural and social history to the region through preserved park areas.
15. Would like to know what will happen with the Old Memphis School site
16. What's going on with junkyard under Pearl?
17. Recycle of household levels
18. May 31<sup>st</sup>: Estabrook will host a Safety and Community Service Seminar—Barb Spaan



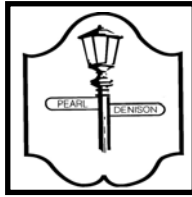
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## Prioritizing the Importance of Achieving the Goals in the Next Five Years.

The following list sorts the goals by their average rating from “Most Important” (1) to “Important” (2).

Category	GOAL	Average Rating
Facilities & Services	Ensure that Old Brooklyn and Brooklyn Centre remain <b>safe neighborhoods</b> with low crime rates.	1.10
Envir Protection	<b>Protect, preserve, and conserve natural environments</b> that contribute to the character of the neighborhoods, especially the hillsides.	1.19
Housing/NC	Ensure neighborhood <b>properties are solid investments.</b>	1.26
Ec Development	Attract and encourage <b>public and private investment</b> in a systematic manner that builds upon the communities’ strengths.	1.30
Facilities & Services	Ensure <b>excellent municipal and support services.</b>	1.35
Retail/Enter	Create <b>unique shopping and entertainment destinations</b> within the neighborhoods.	1.35
Community Heritage	Integrate the community identity and assets of Old Brooklyn/Brooklyn Centre with that of <b>Ohio &amp; Erie Canalway America’s Byway.</b>	1.37
Retail/Enter	Promote <b>safe shopping environments</b> that attract customers and provide a pleasant and convenient shopping experience.	1.37
Housing/NC	Promote the neighborhoods as <b>great places to live.</b>	1.38
Rec/Tourism	<b>Build connections to the Towpath Trail</b> to provide access to the neighborhoods.	1.44
Retail/Enter	Establish <b>commercially viable and economically robust retail environments</b> in appropriate locations that continue to provide a comprehensive mix of retail goods and services to residents, employees and visitors.	1.44
Transport’n	Ensure that <b>streets are designed with all users in mind:</b> pedestrians, bicyclists, transit riders and drivers.	1.46
Community Heritage	Ensure widespread <b>awareness of community assets.</b>	1.48
Envir Protection	<b>Improve water quality and air quality</b> in Old Brooklyn and Brooklyn Centre.	1.48
Community Heritage	Encourage the <b>preservation, recognition, and expansion of historically, architecturally, and/or culturally significant structures,</b> places, and districts within the neighborhoods.	1.52
Ec Development	Ensure that new development and <b>redevelopment fits appropriately into the neighborhood</b> while meeting the needs of contemporary retailers and businesses.	1.54
Community Heritage	Cultivate an <b>identifiable “sense of place”</b> that represents the entire area yet recognizes each neighborhood’s distinctiveness.	1.58



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Category	GOAL	Average Rating
Rec/Tourism	Create <b>recreation destinations</b> in/adjacent to the Lower Big Creek Valley, expanding upon the Zoo's current regional draw, proximity to the Towpath Trail, and the Ohio & Erie Canalway America's Byway.	1.58
Transport'n	Promote the use of <b>multiple modes of transportation</b> such as public transit to reduce dependency on private automobiles.	1.58
Envir Protection	Encourage the development of an <b>environmental stewardship ethic</b> in all people that reside, conduct business, or visit Old Brooklyn and Brooklyn Centre.	1.58
Ec Development	Ensure that a <b>full range of employment, education and training opportunities</b> are provided to enable residents	1.62
Facilities & Services	Ensure all residents, including children, young adults, and senior citizens, have <b>numerous activities, facilities, and programming</b> available within the neighborhoods.	1.77
Rec/Tourism	Encourage residents to develop and maintain <b>healthy and active lifestyles</b> .	1.84
Community Heritage	Honor and respect the <b>diverse cultural heritages</b> of Brooklyn Centre and Old Brooklyn residents.	1.89
Ec Development	Foster <b>environmentally-friendly building practices</b> and processes.	1.89
Facilities & Services	Foster <b>community support for local health facilities</b> such as MetroHealth and its new Senior Health & Wellness Center and other services that meet the needs of all residents to enable them to stay in the neighborhoods.	1.93
Facilities & Services	Foster the <b>partnership of local schools and faith-based organizations</b> in neighborhood improvement efforts, and ensure that these organizations are active, engaged, and well-connected to the community.	1.96
Housing/NC	Ensure an <b>adequate supply of housing stock</b> so that all segments of the population have sufficient choices of housing opportunities within their price ranges, including affordable housing for seniors and families.	2.00